

## **From sensual framework of a word to social stereotypes of consciousness**

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### **Abstract**

The article demonstrate the possibility to apply one of psychological models of sign (accounting for its modifications) to describe the mechanism of action. Considering sign's model via the prism of individual consciousness (sign of a consciousness) the author analyses a sign as a complex of components: external graphical and audio framework, the world of things the sign points on, general lingual meaning, personal senses, semantic layers of special type called social stereotypes as well as internal sensual component of sign. Author believes that external framework of a sign needs special attention. Research proves that archaic garnitures are capable of arising associative and ethnically driven increments desired by sender of a message in the consciousness of recipients.

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### **Keywords**

External framework of a word (graphical and audio), Impact, Media, Psycholinguistic, Sign, Social linguistic